

## RealAudio 8

The Sound you want!

RealAudio is the most widely deployed streaming media format in the world. The vast majority of Internet users who have experienced streaming media on the Internet have listened to RealAudio.

### Introducing RealAudio 8!

RealAudio 8, introduced in October 2000, delivers the highest quality digital audio experience for streaming and download at significantly reduced bandwidth costs. RealAudio 8 has been designed to dramatically enhance the quality of the digital media experience from narrowband through broadband, from streaming through download, from computer to portable device. Through a strategic alliance with Sony, RealAudio 8 incorporates ATRAC3, Sony's high quality audio compression technology. Sony will distribute RealPlayer and RealJukebox with Sony's portable music players as well as Sony VAIO computers. RealAudio 8 is available for RealPlayer and RealJukebox users through a 15 second "auto-update" process (at 56 kbps).

RealAudio 8 delivers the best sound at the broadest range

- RealAudio 8 delivers consistently better stereo music quality than RealAudio G2 at two thirds the data rate.
- RealAudio 8 delivers CD quality audio at 64 Kbps.
- RealAudio 8 is the only solution that delivers a full spectrum of stereo quality audio from 16 to 352 Kbps.

Internet audio experiences tremendous growth

- As of October 2000, there were over 2800 radio stations broadcasting on the Internet in RealAudio.
- As of October 2000, there were more than 155 million registered RealPlayer users and more than 45 million registered RealJukebox users
- According to Arbitron, more than 45 million Americans have experienced Internet radio, more than tripling in 2 years.

Widespread Support for RealAudio 8 Across the Streaming Media Industry

RealAudio 8 is supported across a range of solutions that deliver on the needs of content creators, broadcasters and infrastructure providers. Deployment of RealAudio 8, for both streaming and downloadable audio, is well underway. More than 75 content providers have already committed to RealAudio 8. RealAudio 8 solutions are available in music, radio, film, video, e-commerce, enterprise, financial and education applications that leverage the outstanding quality and reduced overhead provided by RealAudio 8. RealAudio 8 also offers broadband solutions, such as CD quality streaming and CD quality downloadable audio to complement the award winning RealVideo 8.

For more information, please contact RealNetworks at , call 1-800-444-8011 or send email to [sales@real.com](mailto:sales@real.com).

